

1-18. (Canceled)

19. (Currently Amended) A communications device for delivering content comprising:  
a memory;  
a communications interface; and  
a processor;  
an interconnection mechanism coupling the memory, the processor and the communications interface;

wherein the processor is configured to:

intercept, from a requesting device, an initial request for initial content prior to the initial request arriving at an intended destination, the initial content accessible at an intended destination comprising an initial content source;

in response to intercepting the initial request, create redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request, and

provide the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source; and

detect an occurrence of a secondary content condition in the redirection information, the secondary content condition indicating a requirement for presentation of secondary content to the requesting device, and in response to detecting an occurrence of a secondary content condition, perform the steps of intercepting, creating redirection information and providing the redirection information to the requesting device, such that the requesting device accesses the secondary content after occurrence of the secondary content condition, the secondary condition comprising a detection of a change in root level domains between the initial request and former requests.

20. (Original) The communications device of claim 19 wherein the communications device is further configured to:

transmit the secondary content to the requesting device from the secondary content source; and

transmit the initial content to the requesting device from the initial content source.

21. (Original) The communications device of claim 20 wherein the communications device is configured such that the secondary content contains a reference to the identity of the initial content, such that when the requesting device receives the secondary content in response to the step of transmitting the secondary content to the requesting device, the requesting device can invoke the reference to the identity of the initial content in order to access the initial content causing performance of the step of transmitting the initial content to the requesting device.

22. (Original) The communications device of claim 20 wherein the communications device is configured such that the steps of transmitting the secondary content to the requesting device and transmitting the initial content to the requesting device occur in relation to each such that the requesting device has concurrent access to the secondary content in addition to the initial content.

23. (Original) The communications device of claim 19, wherein the communications device is configured such that:

the redirection information includes a redirection command operable by the requesting device; and

wherein the redirection command includes the identity of secondary content causing the requesting device, in response to the step of providing, to access the secondary content from the secondary content source.

24. (Original) The communications device of claim 23 wherein the communications device is configured such that the redirection command further includes the identity of the initial content specified by the initial request, such that when the requesting device operates the redirection command, the secondary content source receives the identity

of the initial content specified in the redirection command and causes the requesting device to receive the both the secondary content and the initial content.

25. (Original) The communications device of claim 19, wherein the communications device is configured such that:

the redirection information includes a first redirection command operable by the requesting device and including the identity of secondary content and wherein the communications device further provides the first redirection command to the requesting device to allow the requesting device to access the secondary content from the secondary content source; and

wherein the redirection information further includes a second redirection command operable by the requesting device and including the identity of initial content and wherein the communications device further provides the second redirection command to the requesting device to allow the requesting device to access the initial content from the initial content source.

26. (Original) The communications device of claim 25 wherein the communications device is configured to further provide a delay between the first and second redirection commands, such that the requesting device receives the secondary content in response to operating the first redirection command and then receives the initial content in response to operating the second redirection command at a time at least equal to the delay between the first and second steps of providing.

27. (Original) The communications device of claim 19, wherein the communications device is configured such that:

the redirection information includes a framework operable by the requesting device; and

wherein the communications device is further configured to:

provide the secondary content to the framework such that the requesting device can access the secondary content; and

provide the initial content to the framework such that the requesting device can access the initial content subsequent to accessing the secondary content.

28. (Original) The communications device claim 19 wherein the communications device, to create redirection information, is further configured to:

extract request criteria from the initial request; and

select the identity of secondary content based from a plurality of identities of secondary content based upon the request criteria, such that the secondary content accessible by the requesting device is dependant upon the request criteria of the initial request.

29. (Original) The communications device of claim 28 wherein the secondary content is advertising and wherein the communications device is configured to extract and select secondary content for targeted advertising presentation to the requesting device.

30-36. (Canceled)

37. (Previously Presented) A computer program product that includes a computer readable medium having instructions stored thereon such that, when the instructions are carried out by a communications device, the communications device is capable of performing the steps of:

intercepting, from a requesting device, an initial request for initial content prior to the initial request arriving at an intended destination, the initial content accessible at an intended destination comprising an initial content source;

in response to intercepting the initial request, creating redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request; and

providing the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source.

38. (Previously Presented) An communications device, for delivering content, comprising:

- (i) a memory;
- (ii) a communications interface; and
- (iii) a processor;
- (iv) an interconnection mechanism coupling the memory, the processor and the communications interface;
- (v) means, coupled to the communications interface, for intercepting, from a requesting device, an initial request for initial content prior to the initial request arriving at an intended destination, the initial content accessible at an intended destination comprising an initial content source;
- (vi) means, coupled to the communications interface, for, in response to intercepting the initial request, creating redirection information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request; and
- (vii) means, coupled to the communications interface, for providing the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source.

39. (Canceled)

40. (Previously Presented) The communications device of claim 23 wherein the redirection command including the identity of secondary content includes:

- (i) an address of the secondary content, the address of the secondary content representing a location of the secondary content source;
- (ii) a name of the initial content;
- (iii) an address of the initial content, the address of the initial content representing a location of the initial content source; and
- (iv) a delimiter separating the address of the secondary content from the name of the initial content and the address of the initial content.

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41. (Previously Presented) The computer program product of claim 37 wherein said intercepting, from a requesting device, an initial request for initial content accessible from an initial content source further comprises generating a key based on information related to the initial request and sending the key to the content source to allow the content source to access the information related to the initial request.

42. (Previously Presented) The communications device of claim 38 wherein said means, coupled to the communications interface, for intercepting from a requesting device, an initial request for initial content accessible from an initial content source further comprises generating a key based on information related to the initial request and sending the key to the content source to allow the content source to access the information related to the initial request.

43. (New) A method in a communications device for delivering content, the method comprising the steps of:

- maintaining access to a plurality of secondary content addresses, each secondary content address identifying secondary content located at a respective secondary content source;

- prior to an initial request for initial content made by a requesting device arriving at an intended destination, the intended destination comprising an initial content source:

- intercepting the initial request;

- creating redirection information by processing at least one request criteria extracted from the intercepted initial request to determine an identity of secondary content to be retrieved by the requesting device; and
  - transmitting the redirection information to the requesting device.

44. (New) The method as in claim 43, wherein processing at least one request criteria extracted from the intercepted initial request to determine an identity of secondary content includes:

extracting the at least one request criteria from at least one protocol header of the intercepted initial request; and

matching the at least one extracted request criteria to at least one of the plurality of secondary content addresses.

45. (New) The method as in claim 44, wherein matching the at least one extracted request criteria to at least one of the plurality of secondary content addresses includes:

determining desirable secondary content by identifying at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria; and

capturing an address from at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria.

46. (New) The method as in claim 45, wherein identifying at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria includes at least one of:

identifying content related to at least one source indication from the at least one extracted request criteria;

identifying content that has at least one geographic indication related to at least one geographic location of the communications device;

identifying content that has at least one geographic indication related to at least one geographic indication from the at least one extracted request criteria; and

identifying content related to at least one initial content indication from the at least one extracted request criteria.

47. (New) The method as in claim 45, wherein capturing at least one address from the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria includes:

capturing at least one Internet address for at least one advertisement that is related to the at least one extracted request criteria, the at least one advertisement programmed to be displayed with respect to a display of the initial content.

48. (New) The method as in claim 43, wherein creating redirection information includes:

concatenating a first redirection code and at least one second redirection code; the first redirection code operable to instruct the requesting device to reinitiate retrieval of the initial content; the at least one second redirection code operable to instruct the requesting device to initiate retrieval of the secondary content; and

including a delimiter separating the first redirection code and the second redirection code.

49. (New) The method as in claim 48, comprising:

including an address of the initial content source in the first redirection code; and

including an address of the at least one secondary content source in the second redirection code.

50. (New) The method as in claim 48, comprising:

providing a command to the requesting device via the redirection information to concurrently retrieve the initial content during retrieval of the secondary content.

51. (New) The method as in claim 48, wherein including a delimiter separating the first redirection code and the second redirection code includes:

providing the delimiter to be detected by the requesting device, such detection indicating to the requesting device an existence of a secondary content condition.



52. (New) The method as in claim 43, wherein processing at least one request criteria extracted from the intercepted initial request to determine an identity of secondary content to be retrieved by the requesting device includes:

determining the identity of the secondary content relative to at least one of a geographic indication, a source indication, and a content indication in the at least one request criteria extracted from the intercepted initial request.

53. (New) The method as in claim 43, wherein intercepting the initial request includes intercepting the initial request at an entry point to the Internet.

54. (New) A computer program product that includes a computer readable medium having instructions stored thereon such that, when the instructions are carried out by a communications device, the communications device is capable of performing the steps of:

maintaining access to a plurality of secondary content addresses, each secondary content address identifying secondary content located at a respective secondary content source;

prior to an initial request for initial content from a requesting device arriving at an intended destination, the intended destination comprising an initial content source:

intercepting the initial request;

creating redirection information by processing at least one request criteria extracted from the intercepted initial request to determine an identity of secondary content to be retrieved by the requesting device; and

transmitting the redirection information to the requesting device.